

incentive and at least one name and address of a retailer; and

transmitting from said Web site of said manufacturer over the Internet to said [client] consumer computer said at least one manufacturer incentive and said at least one name and address.

25. (Amended) The method according to claim 24, wherein said step of transmitting from said remote site [said list] further comprises transmitting a link to a Web [sites] site of said [at least one] retailer.

26. (Amended) The method according to claim 24, further comprising the step of determining said at least one manufacturer's incentive and said at least one name and address of a retailer by querying, using said region data, a database from a server of said remote Web site.

27. (Amended) The method according to claim 24, further comprising the steps of:
transmitting from said [client] consumer computer to said Web site of said manufacturer selection data indicating selection of said at least one manufacturer incentive;
transmitting from said Web site of said manufacturer to said remote site said selection data;

transmitting from said remote site to said Web site of said manufacturer details of the selected at least one manufacturer incentive; and

transmitting from said Web [site] site of said manufacturer to said [client] consumer computer said details.

28. (Amended) A computer network implemented method, comprising the steps of:
transmitting from a [client] consumer computer over the Internet to a Web site of a retailer a request for manufacturer incentives to purchase one of a product and a service offered by a manufacturer;

in response to receipt of said request at said Web site of said retailer, transmitting said request from said Web site of said retailer over the Internet to a remote Web site;

in response to receipt of said request at said remote site, transmitting from said remote site over the Internet to said Web site of said retailer a list of manufacturer incentives; and

in response to receipt of said manufacturers incentives at said Web site of said retailer, transmitting over the Internet to said [client] consumer computer said list of manufacturers incentives.

29. (Amended) The method according to claim 28, further comprising the steps of: transmitting a user identification from said Web site of said retailer over the Internet to said remote Web site in association with said request; and

determining manufacturer's incentives to transmit from said remote Web site to said Web site of said retailer based upon said user identification.

30. (Amended) The method according to claim 28, further comprising the step of transmitting from the [client] consumer computer over the Internet to the Web site of the retailer region data.

31. (Amended) The method according to claim 30, wherein said region data is postal code data.

34. (Amended) A computer network implemented method, comprising the steps of: transmitting from a [client] manufacturer computer over the Internet to a remote Web site manufacturer incentive data defining manufacturer incentives to purchase one of a product and a service offered by a manufacturer;

updating a manufacturers incentives database storing data defining manufacturers incentives including graphical image data corresponding to said manufacturers incentives with said manufacturer incentive data.

36. (Amended) A computer network implemented system, comprising:

means for transmitting from a [client] consumer computer over the Internet to a Web site of a manufacturer a request for manufacturer incentives to purchase one of a product and a service offered by said manufacturer;

means for, in response to said request for manufacturer incentives, transmitting region data from said Web site of said manufacturer over the Internet to a remote Web site;

means for, in response to receipt of region data at said manufacturer's Web site, transmitting from said remote Web site to said Web site of said manufacturer at least one manufacturer incentive and at least one name and address of a retailer; and

means for transmitting from said Web site of said manufacturer over the Internet to said [client] consumer computer said at least one manufacturer incentive and said at least one name and address.

37. (Amended) The system according to claim 36, wherein said means for transmitting from said remote site said list further comprises means for transmitting a link to a Web [sites] site of said [at least one] retailer.

38. (Amended) The system according to claim 36, further comprising means for determining said at least one manufacturer's incentive and said at least one name and address of a retailer by querying, using said region data, a database from a server of said remote Web site.

39. (Amended) The system according to claim 36, further comprising:

means for transmitting from said [client] consumer computer to said Web site of said manufacturer selection data indicating selection of said at least one manufacturer incentive;

means for transmitting from said Web site of said manufacturer to said remote site said selection data;

means for transmitting from said remote site to said Web site of said manufacturer details of the selected at least one manufacturer incentive; and

means for transmitting from said Web [sire] site of said manufacturer to said [client] consumer computer said details.

40. (Amended) A computer network implemented system, comprising:

means for transmitting from a [client] consumer computer over the Internet to a Web site of a retailer a request for manufacturer incentives to purchase one of a product and a service offered by a manufacturer;

means for, in response to receipt of said request at said Web site of said retailer, transmitting said request from said Web site of said retailer over the Internet to a remote Web site;

means for, in response to receipt of said request at said remote site, transmitting from said remote site over the Internet to said Web site of said retailer a list of manufacturer incentives; and

means for, in response to receipt of said manufacturers incentives at said Web site of said retailer, transmitting over the Internet to said [client] consumer computer said list of manufacturers incentives.

41. (Amended) The system according to claim 40, further comprising:

means for transmitting a user identification from said Web site of said retailer over the Internet to said remote Web site in association with said request; and

means for determining manufacturer's incentives to transmit from said remote Web site to said Web site of said retailer based upon said user identification.

42. (Amended) The system according to claim 40, further comprising means for transmitting from the [client] consumer computer over the Internet to the Web site of the

retailer region data.

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B 43. (Amended) The system according to claim 42, wherein said region data is postal code data.

sl. C1 B4 46. (Amended) A computer network implemented system, comprising:
means for transmitting from a client computer over the Internet to a remote Web site manufacturer incentive data defining manufacturer incentives to purchase one of a product and a service offered by a manufacturer; and
means for updating a manufacturers incentives database storing data defining manufacturers incentives including graphical image data corresponding to said manufacturers incentives with said manufacturer incentive data.

48. (Amended) A computer program product for implementing on a network a method, comprising the steps of:

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B in response to receiving at a Web site of a manufacturer a request for manufacturer incentives to purchase one of a product and a service offered by a manufacturer transmitted from a [client] consumer computer over the Internet, transmitting region data from a Web site of said manufacturer over the Internet to a remote Web site;

in response to receipt of region data at said manufacturer's Web site, transmitting from said remote Web site to said Web site of said manufacturer at least one manufacturer incentive and at least one name and address of a retailer; and

transmitting from said Web site of said manufacturer over the Internet to said [client] consumer computer said at least one manufacturer incentive and said at least one name and address.

49. (Amended) A computer program product for performing a computer network implemented method, comprising the steps of: